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Report of the Secretary of The Chamber of Commerce for 1908

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This report is issued for the use of the members, and to show what the Chamber has done. We hope the members will read it.

A. L. CONARD.
President.
H. S. GANS,
Sesretary.

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ANNUAL REPORT OF THE SECRETARY OF THE RED BLUFF CHAMBER OF COMMERCE FOR THE PERIOD BEGINNING APRIL 1ST, 1908, AND ENDING DECEMBER 31ST, 1908.

To the Directors of the Red Bluff Chamber of Commerce,

Gentlemen:—

I submit herewith my report for the period of time named above pursuant to the requirement of the By-laws. I have endeavored to make it as brief as possible, and with that end in view have massed details under certain heads or subdivisions.

I. The Chamber of Commerce.

The Chamber has a membership of about 135 of whom not half a dozen live outside Red Bluff. Notwithstanding this the aim of the Chamber has been to represent the County as a whole, by no means confining itself to the interests of Red Bluff.

The work of the Chamber has been carried on through a Board of fifteen Directors, certain Committees, and its officers. Of all the Chamber the work is voluntary and without compensation, except that the Secretary receives a salary.

There have been eleven meetings

Red Bluff Ch. of Comm. 1908

of the Directors in the time covered by this report. These meetings continue often until a late hour, and the active interest of the Directors and members has been shown by the promptness and thoroughness with which their duties have been performed.

The funds of the Chamber are collected monthly by a collector, deposited in the Bank of Tehama County, and are drawn out upon warrants or checks signed by President and Secretary upon bills audited and allowed by a Finance Committee of three members.

II. The Work of the Chamber.

The question of what to do and how to do that is a question that admits of many differences of opinion. Some think it should be confined to local matters such as planting trees along the streets, etc.; others think differently. The Directors are always glad to receive suggestions, and to have the members attend the meetings and take part in them.

The objects kept in view during the year have been really but two in number, namely, to advertise Tehama County and to work for the Iron Canyon Project. Incidentally a great many other matters and things have been acted upon and with varying success.

1. Advertising.

A half page advertisement was placed in one issue of the "Great West," published by Mr. Beard, at Sacramento.

A contract was made with "The Pathfinder," a large timetable published by the Union Pacific Railroad Company, of which 25,000 copies are issued monthly. The contract was for a half page advertisement to be placed opposite the California timetables in this publication and to continue from month to month for a year. The reading matter and pictures to be changed as the Chamber

directs. This costs $15.00 per month. The advertisement was not placed in the proper place for the two first months and we have refused to pay for them, but the matter had been adjusted since and the advertisement is put in the proper place.

A complete write-up or account of the resources of the County was published in the "Alta California," published at Chico, California. This was illustrated with numerous cuts and illustrations, and the Chamber purchased five hundred copies for distribution.

A contract was made also with the "Sunset" Magazine, in other words with the Southern Pacific Company, running for a year at the price of $60.00 per month. For this money the Chamber receives the following: (a) A half page advertisement in Sunset Magazine for one year; (b) A three-page advertisement or write-up published in one issue of the magazine, which will probably be mostly devoted to Iron Canyon; (c.) Ten thousand copies of a 32 page booklet descriptive of the County, the same to be printed, written, illustrated and delivered to the Chamber sometime during the month of December or early in January. (d.) The privilege of distributing the literature of the Chamber through 36 eastern agencies of the Company.

In this matter the following progress has been made. The photographer for the magazine and the writer for the articles have been here and have completed their work. The illustrations and the manscript have been submitted to the Committee, the same have been corrected and approved the illustrations selected, and all returned to the publisher. All the reading matter and pictures to be used in this work have to be submitted to our Committee. All the expense of this work comes out of the contract price.

One advantage of this is that there

are now in the Offices of the Southern Pacific Company a very fine set of plates or negatives of pictures from this county from which we may get prints or enlargements or lantern slides at any time.

During the period covered by the Report the following literature has been sent out:

To the State Board of Trade, at San Francisco, 1000 pieces; To the California Promotion Committee at San Francisco, about the same; To the Sacramento Valley Development Association for distribution at three Eastern States Fairs where they had exhibits, about 400 pieces; To the National Irrigation Congress, at Albuquerque, New Mexico, 4,000 pieces; To a meeting of the promotion men of the Sacramento Valley, held at Sacramento, about 400 pieces; To the State Fair, at Sacramento, about 400 pieces; And to each person making inquiry of the Chamber about the County one or more pieces, and also a letter was written each such person where the inquiry was such as to call for a reply. These number several hundred in all. Also the names of each such person and the address, with a synopsis of the inquiry was sent to each of the real estate dealers in the County, so that they, too, could write the party, if they cared to do so.

During this period of time delegates have been sent to certain meetings of importance held in the United States.

At the request of the Chamber, the Board of Supervisors sent Mr. Luning to attend the State Good Roads Association Meeting at Stockton ,and later the Chamber affiliated with and became a member of that Association.

Mr. L. G. Sinnard, of Los Molinos, was appointed delegate to the Trans-Mississippi Commercial Congress, at San Francisco.

Congressman Englebright was ap-

pointed delegate to the National Rivers and Harbors Congress, held at Washington, D. C. this month, to represent the Sacramento River and its interests.

A. A. Martin and A. J. Hammans attended the meeting held in Sacramento of the various promotion organizations of the Sacramento Valley.

The Chamber obtained from the Board of Supervisors and the Board of Town Trustees the appointment of W. F. Luning and W. L. Bransford respectively, as delegates to the National Irrigation Congress, at Alburquerque, New Mexico, and later the Chamber appointed E. F. Lennon, as delegate from the Chamber.

An exhibit was made at the State Fair, where Tehama County took the sixth Grand Prize, something to be proud of when we consider all the counties in the State that made exhibits. A number of prizes were won by individual exhibitors also. From this exhibit, is left all the tables and considerable other property that may be used another time. The money for this exhibit was obtained from the Board of Supervisors. The balance of the sum of $1,000 appropriated for advertising purposes will be used on the contract with "Sunset." A very flattering article dealing with Tehama county's exhibit was published in the Sacramento Union.

A committee from the Chamber of Commerce obtained from the Board of Supervisors an appropriation of $15.00 per month for the purposes of an exhibit at the Ferry Building, in San Francisco. This money goes to the State Board of Trade and is for the purpose of caring for such an exhibit. Unfortunately the exhibit of fresh fruit sent to the State Fair was considerably bruised in shipping and did not come up to expectations in quantity or quality, and also it was

not properly processed after its arrival there. Accordingly it was lost for the purposes of this Ferry Building exhibit. The season thus passed and no fruit exhibit was obtained. However, what was suitable from the State Fair was sent to the Ferry Building for use there. A booth has been loaned temporarily and some exhibit is there now.

The Committee in charge of this matter has had a competent architect draw up plans for a very fine booth for our exhibit, and the Diamond Match Company has very generously agreed to build the booth and deliver it to the Chamber as its contribution to this exhibit. This is a very fine booth and contains a considerable quantity of plate glass. When installed and filled with an exhibit it will make a splendid showing. As soon as it is built it will be shipped down and placed, and filled with dried fruits, grains, wool, etc., and the Chamber is now in position to continue the exhibit by processing its own exhibit here in Red Bluff. As fast as an exhibit of fruits can be made up this will also be shipped and installed.

The Chamber has obtained the use of the cellar at the Imperial Hotel Laundry, and has fitted the same up for work. Something like two hundred dollars worth of fine exhibition jars belonging to the County of Tehama have been discovered and the use of the same has been promised. The jars are in our possession and will be filled as fast as fruits can be processed. Already contributions of fruit have been made, a Committee has been authorized to procure the proper fruits, and as the year passes a complete exhibit will be processed. During the Winter the citrus fruits, apples, persimmons, nuts, etc., such as can be gotten will be gathered and processed.

Among the privileges of this ex-

hibit at the Ferry Building is the right to have a daily lecture there on the County. Mr. Sinnard, of Los Molinos, has taken advantage of this, and has a lecturer there with a selection of views. The lecture is given daily, and is paid for by subscriptions by certain large firms operating in the County. The county is thus represented at an important point, although the enterprise is chiefly private in its nature and operation.

This sums up the work in advertising. It may be asked, What are the results? This, time alone can answer. Mr. Walbridge told the Secretary of receiving a letter from a lady saying she was coming from the East to visit his Springs. Her visit is the result of a chance statement made seven years ago by one of our citizens when in New York. It is in such way that this kind of advertising acts. No results may be noticed for some time, possibly for years. On the other hand they may be immediate. However, we know that other communities do it, and that the southern part of the State was built up by it. It appears to be both necessary and proper.

2. Iron Canyon.

This has been the chief concern of the Chamber of Commerce, for it is realized that this constitutes the greatest opportunity ever before this county or part of the state. There has been, however, a Committee specially formed for the purpose of promoting this project, called the "Irrigation Committee," and the matter has been largely left to that Committee. Notwithstanding this the Chamber of Commerce has done effective and valuable work upon this matter.

During the month of April, Mr. W. A. Beard, the man who put through the Orland Project, and who is best

informed upon this proposition of the men of the State, was brought here to deliver a lecture upon this project and the work of the Reclamation Service. This lecture was successfully delivered, was illustrated with many fine lantern slides, and was the means of arousing new enthusiasm among our citizens for this project. Correspondence has been kept up with Mr. Beard, and his help and advice taken on many matters of importance connected with the Iron Canyon Project.

A committee was sent before the Boards of Town Trustees and Supervisors who asked for and obtained the appointment of delegates to the National Irrigation Congress. The Chamber sent one also, making three in all who attended the Congress as an evidence that the people here were still active in working for this project.

A meeting having been arranged by the Sacramento Chamber of Commerce, of the business men of Sacramento, the real estate men of the Sacramento Valley, and others, our delegate sent there took a prominent part in the proceedings, and secured the passage of a resolution indorsing the proposition and pledging the support of the Valley newspapers to the project. The numerous articles appearing from time to time attest the performance of this promise. The project was explained as one in which the whole Valley is interested because of its general benefit.

The Iron Canyon was also exploited at the State Fair.

The Chamber of Commerce appointed a Committee also to urge upon the Chairman of the Irrigation Committee the importance of pressing the work on this proposition. The Chairman complied with this suggestion by calling a meeting at which it was decided to ask Secretary Garfield to have the engineers of the Reclama-

tion Service make a preliminary survey of the canal and stake out the same upon the ground, thus making certain what lands would be below the canal, and also make an estimate of the cost of construction of the works. This the Secretary of the Interior has promised to do in the near future. The Chairmam of the Irrigation Committee met with the Chamber of Commerce and outlined his plans for a meeting to be held by the landowners. These suggestions were approved and it was left with the Secretary of the Chamber to make arrangements for issuing the notices of the meeting. The meeting was held and the first steps taken for the formation of the Waters Users' Association. A number of the landowners signed a preliminary agreement, and a Committee was appointed to draft Articles of Incorporation and a set of By-laws for a Constitution for the Association. This Committee is now at work. It's Chairman and two of the five members are members of the Chamber of Commerce.

The special photographer of the "Sunset" Magazine was sent to Iron Canyon and spent a day there taking pictures of the place. About 18 were taken. Mr. Martin, also went along and took views of the Canyon. From these plates enlarged pictures can be made and some will be made for use. Lantern slides can also and will be made for use in lectures. Some of these pictures will be displayed at the Ferry Building, at the Sacramento Chamber of Commerce, at Red Bluff, and possibly at other places.

The Chamber has been corresponding also with the Reclamation Service Officials also, and much valuable data has been obtained. Pamphlets and forms of documents have been obtained from the other Reclamation Projects in the United States. A synopsis of Judge Ellison's speech

delivered at the meeting of the landowners has been sent to each of the landowners under the proposed canal. A publication called "Questions and Answers" has been obtained from the Reclamation Service and a copy thereof will also be sent to each landowner. This publication covers about all the information needed by any person on this subject, and answers questions simply and clearly as to the details of the transactions with the Government.

With this literature, for instance, the Chamber was able to put into the hands of the special Committee on Articles of Incorporation and By-laws, complete sets of forms, and by-laws, and articles of incorporation, already approved by the Secretary of the Interior and in use in other states. This formed at once a solid basis for action by the Committee and saved a lot of valuable time.

III. This brings us to the third line of the Chamber's activities, and which comprises all other things done by the Chamber. The list is long, and the details have been massed for convenience.

A new set of By-laws have been adopted, and have been used this year.

A Committee sent to the Town Trustees obtained the taking of a census of the town from which the population was officially ascertained to be over 3500.

Resolutions were adopted calling upon the Board of Fire Underwriters to reduce the insurance rates. An adjustment of these rates has been made.

A committee apointed to investigate the merits of the 5th and 6th class city charters, made a complete report, a copy of which was sent to the Town Trustees, and one filed with the Chamber.

A Committee sent to ask the Super-

visors to lay cement sidewalks around the Court House square obtained a promise to do so, and this Fall a special committee appointed by the Supervisors to look into the matter was given full power to act in the premises and advertise for bids on the work after their investigation of the subject was completed.

The matter of establishment of a postal route to Bee Gum, the establishment of a rural delivery route in Antelope Valley, the postal service at or to Mineral, and free delivery in Red Bluff have been worked upon at different times, and are still under consideration.

In the matter of free delivery, the Town Trustees have been asked and have promised to do all things necessary to comply with the postal regulations. They have agreed to have the sidewalks fixed, to require the numbering of houses after the adoption of a complete system for numbering, and to replace the names of the streets at the corners.

The property of the Chamber of Commerce has been inventoried, stored and insured. This storehouse is the cellar of the Imperial Hotel laundry, a fine large cement floored cellar, which has been given to the Chamber for use by Messrs. Conard and Boyd without any rent or charge whatever. This property is perhaps $300 in value.

The Town Trustees have agreed, at the suggestion of the Chamber of Commerce, to procure a set of letters and enforce the use of the same for stamping the names of the streets in the cement sidewalks at the corners, thus ensuring an enduring record of the same.

A Committee was sent to the Town Trustees to ask that the order for the laying of cement sidewalks in Town be enforced. This request was complied with, and the Board are

occupied with the matter now. The Chamber believes this to be a very beneficial move for the Town generally.

A resolution asking the Supervisors to place or have constructed a subway at the railroad crossing south of Town was presented, and the Board have instructed their Engineer to prepare plans for the same.

The State Fish and Game Association was asked to plant some kinds of wild game in this County. They have promised to furnish some Hungarian Partridges this Winter, and some pheasants later. Arrangements have been made for the placing of the former on the Cone Ranch where they will be located in a place suited to them, and where they will be protected from hunters. These birds frequent more open country than our native quail and it is thought that they will do well here. It is thought that they will thrive in alfalfa fields and similar places. By the way, if the Iron Canyon Reservoir were constructed, it would afford an attraction to countless ducks, and geese and other birds.

Something like 1000 Farmers Bulletins have been distributed among the farmers, along with other publications of like character. A complete set of these Farmers Bulletins has been obtained with all the indexes for the use of anyone making inquiry as to farming matters upon which he desires certain information. A set was obtained also for the Red Bluff Public Library.

A collection of about 250 fine pictures of views and scenes in Tehama County has been collected, and forms the basis for a splendid and attractive exhibit. It is intended to place this exhibit at the Ferry Building, or part of it at least.

The Chamber has been working on the improvement of the Sacramento

River, and has corresponded with Officials and with Congressman Englebright, urging that something be done in this matter.

The foregoing sums up the work for the year. It is by no means an exhaustive statement. Many incidental matters have been acted upon, and about 900 letters written.

IV. Suggestions.

The success of the Chamber depends upon the active, financial and moral support of its members. The greater the revenues the greater the work that can be done. The greater unity of its members the more force it can put behind any movement. Whether the Chamber is worthy of support is for the individual members to decide for themselves. The great benefit from the Chamber comes through the existence of an organized body of our people ready to act upon any matter of public interest. It serves to bind our people together in a common interest for the public benefit. This alone is worth the while.

The existence of a Chamber of Commerce and its actions are frequently commented upon in outside papers and places and the impression is given that our community is alive and progressive. The success of the southern part of the State has been due to the publicity given its resources and advantages and to the united efforts of its people to advance any project for their common good. Wherever they appear a crowd or delegation from the southland can be recognized by one feature, namely, that they will be found unitedly forcing to the front some scheme of their own with every body helping and no "knockers" in the crowd.

A great deal of attention is being directed toward the Sacramento Valley, and it is our plain duty to do

our part in the development work.

The Chamber should have a room and keep open house for visitors, maintaining an exhibit and supply of literature, with a competent man in charge whose sole business would be to attend to this work. Under the present receipts of the Chamber this is impossible, but it is necessary to the accomplishment of the full measure of work such an organization is capable of doing.

The literature for next year should be the preparation and publishing of leaflets descriptive of our resources, going into more detail than our booklet will. For instance a leaflet should give the prices of building materials, living expenses, prices of various articles used by homemakers, etc., and the incomes from various kinds of properties and business. Another should be devoted to the fruit industry with all its details. These would be comparatively inexpensive, and could be kept up to date.

The report of the Secretary should be issued at least quarterly, instead of annually as in the past.

V Financial:—

I omit the detailed list of receipts and expenditures because of cost of printing. The records of the Chamber are open to the members, however at any and all times.

Receipts.

Amt. cash on hand April 10, 1908.	$ 152.36
Amt. rec'd from County for advertising	1000.00
Sixth prize won at State Fair	75.00
Receipts from collections ..	1263.25
Total	$ 2490.61.

Expenditures.

Total amt expended	$ 1561.64

Balance on hand Jan. 1. 1909. $928.97.

With bills all paid, money in hand to complete all contracts and further revenues unencumbered.

I desire to supplement the foregoing pages with certain statements, because of certain transactions occurring since writing the foregoing, and which were unexpected at the time of writing this report, as set forth above.

An additional meeting has been held, at which the matter of the increase in freight rates was taken up and suitable resolutions passed and mailed to the proper parties.

The Committee in charge of exhibits has sent Mr. Martin to Manton on a collecting trip. Mr. Martin has returned with a fine display of apples, beans" dried fruits and other commodities. A letter will be written thanking each contributor as soon as Mr. Martin furnishes me the list of names. This fruit is now at our cellar and is being processed.

The State Highway Commissioner has announced his decision in the matter of the Trinity-Humboldt Road as in favor of the southern route, the one favored by Tehama County. This makes the accomplishment of one of the most important undertakings that the Chamber of Commerce has worked upon. It means a fine road built by the State of California through the mountains to our west, connecting with Humboldt County, a thing long dreamed and talked of by our people. It was only after strenuons work by committees sent by this Chamber of Commerce that the road matter was settled as it was, and it is due to the Chamber of Commerce that this road is to be built where it is. If the fact had not been presented and insisted upon as they were by our Committees the road would have been built further North, and Tehama County would have lost the advantage of the trade,

traffic, mail service, etc., that will follow the line of this road. This matter will repay to every merchant in Town the amount contributed by him to the Chamber of Commerce.

To the foregoing statement, I may add that the Chamber has furnished to "Western Life," published at Portland, Oregon, a write-up of the County with illustrations, the same to be published at once. The circulation claimed for the magazine, being 150,000.

Dated December 31st, 1908.

Respectfully submitted,

H. S. GANS, Secretary

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BOARD OF DIRECTORS.

A. L. CONARD

H. P. STICE

PAUL STOLL

W. H. FISHER

J. J. O'CONNOR

C. A. LANG

GEO. C. GARRETT

E. F. LENNON

W. F. LUNING

JOHN TREDE

T. H. RAMSAY

A, A. MARTIN

H. C. SWAIN

G. K. KING

H. S. GANS